

NOR-ELECTRIC



BULLETIN

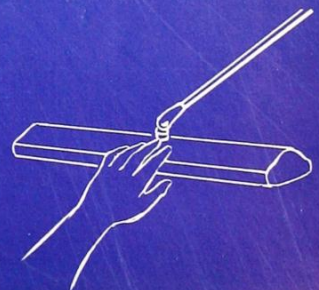
ILLUMINATION DEPARTMENT



**CONTROLLED
BY
A TOUCH**

DAZOR F L O A T I N G **LAMPS**

Float your light exactly where you want it . . . as quickly and easily as you move your arm. The Dazor Floating Lamp stays put without further adjustment or locking. Raise, lower, push or pull it; swing it through an arc; twist or turn it at an angle—wherever you stop the reflector it "stays put" until you change the position. The Dazor floating principle is entirely different from that of any other lamp, providing true finger-tip control for maximum convenience. It is the answer to efficient localized lighting—either fluorescent or incandescent.



To assist you with your specific lighting problems the Illumination Department of the Northern Electric Co., offer the services of experienced Lighting Engineers to discuss, plan, and layout your lighting problems with you.

We have also available for your convenience a series of Nor-Lectric Bulletins dealing with lighting equipment, service and design.

We invite you to avail yourself of these services by completing this card and mailing it to us at any time we can be of assistance to you.

Universal

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Pedestal

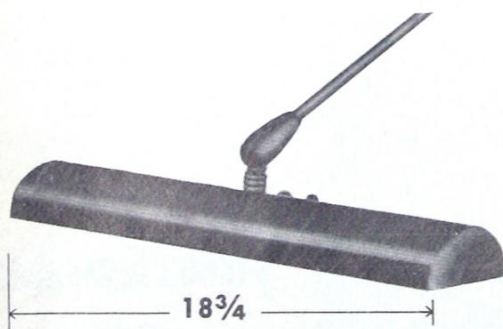
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Dazor Manual Fluorescent Starter: This is a combination line switch and manual starter built into a single unit. A patented Dazor development, it incorporates the following salient features:

1. Positive action, efficient and durable.
2. No periodic replacements required.

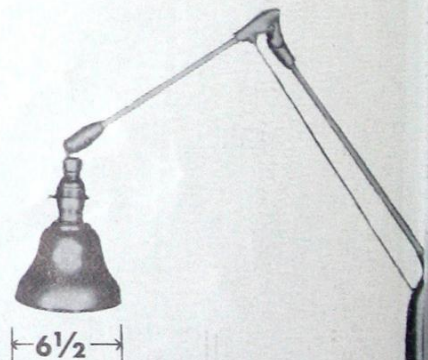


Using Two 15-WATT LAMPS

Catalogue Number	Circuit Voltage	Arm Extension
P-2124-16	110V—60C	24"
P-2134-16	110V—60C	34"

UNIVERSAL MODEL

Equipped with 2-conductor No. 18 POSJ Midrip Brown Cord, extending 8'9" from the base and a No. 7701 Rubber Cap.



For 40W or 60W Lamp

Catalogue Number	Arm Extension
3124	24"
3134	34"

The Universal Model fastens to practically all types of factory or machine shop equipment; lathes, drills, presses, shapers, milling machines, assembly benches, inspection tables. To work benches in garages . . . to repair benches in jewellery, engraving, radio, typewriter and bicycle shops . . . to tables or walls in dental, medical and chemical laboratories . . . to drawing boards . . . to business machines, desks, tables and files in offices . . . to desks and work benches in private homes, basements and garages. The 24" arm extension is recommended for average-size benches, machines, desks and stands; the 34" for drawing boards, executive desks and large working areas. The auxiliary equipment for the fluorescent model is installed in housing beneath the spring mechanism.

PEDESTAL MODEL

Equipped with 2-conductor No. 18 POSI Midrip Brown Cord extending 8'9" from base, and a No. 7701 Rubber Cap.

Using Two 15-WATT Lamps

Catalogue Number	Circuit Voltage	Arm Extension
P-2234-16	110V-60C	34"

The Pedestal Model is an all-purpose floor lamp, especially suitable for shops, physicians' offices, studios and homes. It is handy in the sick-room for nurses' use, or as a patient's night lamp. Furnished on request in White Baked Enamel Finish. Use the Pedestal Lamp in the home for reading, sewing or bridge. The auxiliary equipment for the fluorescent model is installed in the base.

For 40W or 60W Lamps

Catalogue Number	Height of Pedestal	Arm Extension
3234	39"	34"

BRACKET MODEL

Equipped with 2-conductor No. 18 POSI Midrip Brown Cord, extending 8'9" from base, and a No. 7701 Rubber Cap.

For 40W or 60W Lamps

Catalogue Number	Arm Extension
3434	34"

The Bracket Model provides convenient, easily directed light for architects, draftsmen and artists. The goose-neck base attaches with screws to under side of drawing board, leaving top of board entirely free of obstruction. T-square may be used along upper edge and board cover may be rolled into hollow of the goose-neck fitting. This base is also adaptable to certain benches and machines. The auxiliary equipment for the fluorescent model is installed in housing beneath the spring mechanism.

Using Two 15-WATT Lamps

Catalogue Number	Circuit Voltage	Arm Extension
P-2434-16	110V-60C	34"

DESK MODEL

Equipped with 2-conductor No. 18 POSI Midrip Brown Cord, extending 8'9" from base, and a No. 7701 Rubber Cap.

Using Two 15-WATT Lamps

Catalogue Number	Circuit Voltage	Arm Extension
P-2324-16	110V-60C	24"

The Desk Model is portable, requiring no screws or clamps; base is weighted to support the floating arm in any position while resting on any level desk, table or stand. Convenient for flat-top desks of executives, architects, accountants, clerks. For slanting surfaces, such as drawing boards, specify the Universal or Bracket Model. The auxiliary equipment for the fluorescent model is installed in the base.

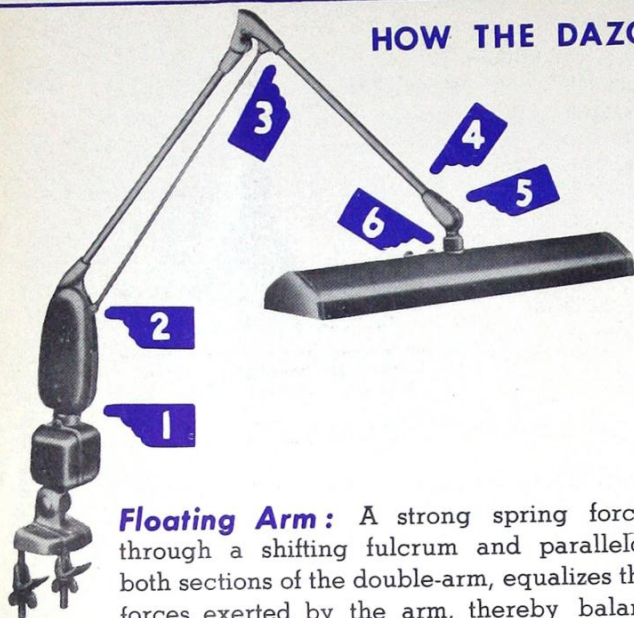
FINISH

Standard finish statuary bronze baked enamel. Inner surface of reflector white baked enamel pedestal models may also be obtained with outside finish in white baked enamel.

REFLECTORS

Reflectors All units are supplied complete with reflector.

HOW THE DAZOR LAMP GETS ITS FLEXIBILITY



Floating Arm: A strong spring force, acting through a shifting fulcrum and parallelogram on both sections of the double-arm, equalizes the varying forces exerted by the arm, thereby balancing the arm in any position. This is a patented feature found only in Dazor Floating Lamps. The spring mechanism is entirely enclosed within a housing near the base.

6-Swivel Combination: Six different connections on a Dazor Floating Lamp respond to finger-tip control, together permitting any angular adjustment.

At (1) the main standard swings 305° laterally.

At (2) the arm moves through a vertical arc of 135°.

At (3) the elbow of the arm encloses an arc of 120°.

At (4) the reflector assembly rotates 360° around the arm.

At (5) the reflector assembly moves 185° in the knob of the arm.

At (6) the reflector pivots 305° around the socket.

The floating arm principle, coupled with the double-arm construction and the six swivel and hinge joints described above, results in extreme flexibility and ease of manipulation without further tightening or locking.

WHICH KIND OF LIGHTING—FLUORESCENT OR INCANDESCENT?

The requirements of the individual task or machine, the state of general lighting, the user's preference—all of these help determine whether fluorescent or incandescent lighting will be best in a given installation. A few principles, however, can be stated.

Fluorescent Lamps have quickly become popular because they provide a cool diffused light; the result is clear, pleasing illumination without eye-strain. Fluorescent tubes consume less current per foot-candle of illumination.

Incandescent Lamps are especially suitable for concentrated lighting of a limited area or for close inspection.

Each type is giving complete satisfaction in thousands of applications. Remember that the Dazor floating arm permits the reflectors of both Fluorescent and Incandescent Models to be placed wherever the user desires, giving accurate control over (1) intensity and (2) glare—the two most important factors in any lighting system.

A COMPLETE LIGHTING SERVICE

NOR-LECTRIC BULLETINS ON ALL TYPES OF LIGHTING AVAILABLE UPON REQUEST

Dept. 65, 1600 Notre Dame St. W., Montreal, P.Q.

For efficient operation of the modern business organization, critical seeing tasks must be performed **CONSTANTLY—ACCURATELY** and **SPEEDILY**. Adequate lighting does much to achieve these objectives by protecting the employees' eyesight and providing a pleasant working environment.

FOR "ADEQUATE" LIGHTING

COMMERCIAL • INDUSTRIAL • STREETLIGHTING • FLOODLIGHTING
SPORTS LIGHTING • SCHOOL LIGHTING • RESIDENTIAL

CONSULT

Northern Electric

COMPANY LIMITED

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KINGSTON TORONTO HAMILTON LONDON WINDSOR KIRKLAND LAKE TIMMINS SUDBURY
FORT WILLIAM WINNIPEG REGINA LETHBRIDGE CALGARY EDMONTON VERNON VANCOUVER VICTORIA

